

Message Text

UNCLASSIFIED

PAGE 01 SOFIA 00276 281522Z

46

ACTION EUR-06

INFO OCT-01 EB-05 ISO-00 DRC-01 RSC-01 /014 W

----- 067901

R 281345Z FEB 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 7644

USIA WASHDC

USDOC WASHDC

AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMCONSUL FRANKFURT

USMISSION GENEVA

AMEMBASSY THE HAGUE

AMCONSUL ROTTERDAM

AMEMBASSY LONDON

AMCONSUL MILAN

AMEMBASSY VIENNA

AMCONSUL ZURICH

UNCLAS SOFIA 0276

E.O. 11652: NA/A

TAGS: BEXP, BU

SUBJECT: US PARTICIPATION PLOVDIV FAIR 1974

VIENNA FOR EWTC

MILAN FOR TRADE CENTER

REF: SOFIA 0234 (NOTAL)

1. AFTER CONSULATATION WITH DEPARTMENT, USIA AND DEPARTMENT OF COMMERCE, EMBASSY HAS ACCEPTED RESPONSIBILITY OF RECRUITING US COMPANIES TO EXHIBIT IN AMERICAN PAVILION AT PLOVDIV INTERNATIONAL TRADE FAIR SEPTEMBER 3-10. THIS WILL BE FIRST ATTEMPT TO MOUNT COMMERCIAL EXHIBIT IN BULGARIA AND ALTHOUGH USIA WILL FUND PROGRAM AND PRESENT SMALL CORE EXHIBIT,
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 00276 281522Z

SUCCESS OF EFFORT DEPENDS OF EMBASSY'S ABILITY TO OB-

TAIN COMMITMENTS FROM PRIVATE FIRMS TO EXHIBIT UNDER
AUSPICES OF US PAVILION.

2. EMBASSY, AFTER DISCUSSIONS WITH BULGARIAN FOREIGN
TADE OFFICIALS, HAS CHOSEN MODERN AGRICULTURAL TECH-
NOLOGY AS THEME WHICH HAS GREATEST INTEREST AND SALES
POTENTIAL. BULGARIA HAS DECIDED TO INCREASE PURCHASES
OF WESTERN AGRICULTURAL EQUIPMENT BY MORE THAN 30 PER-
CENT 1974, AND EMBASSY BELIEVES SIGNIFICANT MARKET EXISTS
FOR AMERICAN PRODUCERS OF AGRICULTURAL EQUIPMENT.

3. EMBASSY OFFICER, DAVID J. FISCHER, WILL BE TRAVELING
THROUGHOUT WESTERN EUROPE IN ORDER EXPLAIN OPPORTUNITIES
FOR EXHIBIT AND WOULD APPRECIATE YOUR ASSISTANCE IN
ARRANGING APOOINTMENTS WITH EUROPEAN REPRESENTATIVES OF
US PRODUCERS. MANYN IF NOT ALL, OF FIRMS HAVE BEEN
CONTACTED IN US BUT EMBASSY BELIEVES PERSONAL CONTACT
IS REQUIRED TO OBTAIN FIRM COMMITMENTS ASAP SO PLANNING
CAN GO FORWARD ON EXHIBITION.

4. FOLLOWING IS FISCHER'S SCHEDULE AND FIRMS HE WOULD
LIKE TO SEE. LIST IS BY NO MEANS ALL INCLUSIVE, AND WE
WELCOME POSTS SUGGESTIONS ON OTHER COMPANIES IN AGRI-
CULTURAL FIELD WHO MIGHT BE POTENTIAL EXHIBITORS. FISCHER
WOULD APPRECIATE EARLY MEETING EACH POST WITH COM-
MERCIAL OFFICERS, AND IF POSSIBLE, MEETING WITH
COMPANY REPRESENTATIVES AT DECISION-MAKING LEVEL.

LONDON-MARCH 11, 12
ALLIS CHALMERS
INTERNATION HARVESTER
MONSANTO CHEMICALS
FOR OF EUROPE

ROTTERDAM-(MORNING MARCH 13)
AMTRACO NEDERLAND

BRUSSELS-(AFTERNOON MARCH 13, MARCH 14)
STATE OF VIRGINIA DEVELOPMENT OFFICE
(AND ANY OTHER STATES WITH INTEREST IN AGRICULTURAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SOFIA 00276 281522Z

EQUIPMENT)
INTERNATIONAL HARVESTER EXPORT
CLARK EQUIPMENT COMPANY
CATERPILLAR
GANG-MAIL CORPORATION

FRANKFURT-MARCH 15
JOHN DEERE (MANHEIM)

GENEVA-MARCH 16
STAUFFER CHEMICALS
CATERPILLAR

MARCH 18-ZURICH
(AMF TOBACCO EQUIPMENT)

MARCH 19-MILAN
ALLIS-CHALMERS
HESSTON CORPORATION

MARCH 20-VIENNA
EWTC

5. EMBASSY HAS REQUESTED DEPARTMENT TO CONTACT FOLLOWING
FIRMS IN US IN ADDITION TO THOSE LISTED ABOVE. IF ANY OF THESE
ARE KNOWN BY POSTS TO HAVE REPRESENTATIVES DEALING IN EAST-WEST
TRADE IN THEIR DISTRICTS, FISCHER WOULD APPRECIATE APPOINTMENTS
WITH THEM AS WELL.

- 1) BLACKWELDER
 - 2) BISHOPRIC PRODUCTS CO.
 - 3) CHISHOLM-RYDER CO.
 - 4) FRIDAY TRACTOR CO., INC.
 - 5) POWELL MANUFACTURING CO.
 - 6) VERMEER MANUFACTURING CO.
 - 7) FASSUM MANUFACTURING CO.
 - 8) ACKLEY MANUFACTURING CO.
 - STANLEY WORKS
 - 9) J.J. CASE COMPANY
 - 10) ELLICOT MACHINE MACHINE CORP., INTL
 - 11) UNIVERSLA OIL PRODUCTS COMPANY
- UNCLASSIFIED

UNCLASSIFIED

PAGE 04 SOFIA 00276 281522Z

- 12) FLOWAY PMPS, INC.
- 13) DALTON, COOPER & GATES CORPORATION
- 14) MORIDGE MFG. INC.
- 15) DUNBAR KAPPE, INC.
- 16) AGRICULTURAL RESEARCH & DEVELOPMENT
- 17) MCCONNEL MANUFACTURING CO., INC.
- 18) OLIN-CHEMICALS INC.
- 19) INGERSOLL PRODUCTS, DIVISION, BORG-WARNER CORPORATION
- 20) OPPENHEIMER INTERCONTINENTAL CORPORATION
- 21) AMERICAN CAN COMPANY
- 22) AMERICAN BREEDERS SERVICE, INC.
- 23) CONTINENTAL CAN
- 24) EVERSMAN MANUFACTURING
- 25) FMC CORPORATION
- 26) FILPER CORPORATION

- 27) FOOD PROCESSING CONSULTANTS
- 28) GLOBE SERVICES INTERNATIONAL
- 29) GRAIN PROCESSING CORPORATION
- 30) BEACHLEY-HARDY SEED COMPANY
- 31) LIBBY'S
- 32) SOCOTAB LEAF TOBACCO COMPANY

6. IF WASHINGTON AGENCIES CAN PROVIDE INFORMATION
ON DOCUMENTATION NECESSARY FOR PRIVATE FIRMS (PARA 2 REFTL)
PARTICIPATION BY MARCH 11, IT SHOULD BE POUCHED TO FISCHER
C/O COMMERCIAL OFFICER, AMEMBASSY LONDON, SINCE POUCH SERVICE
TO SOFIA TAKES UP TO 15 DAYS.

7. FOR BRUSSELS, GENEVA, ZURICH, MILAN. WOULD LIKE
SINGLE/BATH MODERATE PRICE HOTEL AS PER ABOVE SCHEDULE.
BATJER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA00276
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974022/aaaaabry.tel
Line Count: 185
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: SOFIA 0234 (NOTAL)
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 25 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 FEB 2002 by elbezefj>; APPROVED <29 APR 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US PARTICIPATION PLOVDIV FAIR 1974 VIENNA FOR EWTC
TAGS: BEXP, BU
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005